



Packet Includes:

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 - Overview of DMSC
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- Business Plan Distillation
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 - Meredith Corporation
 - Drake University
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 - Des Moines Rehabbers Club
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Adam Holt- Meredith
Pete Jones- Young Professionals Connection
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David Nelmark- Belin Law Firm
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Matthew McIver- DMSC
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Ellen Yee- Iowa Asian Alliance, Drake University

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Angela Connolly- Polk County Supervisor
Christine Hensley- Des Moines City Council Member
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Lisa Kruidenier- Philanthropist
Michael Wagner- White Rabbit Group
Glenn Lyons- Downtown Community Alliance
MD Isley- Bravo Greater Des Moines
Suku Radia - Bankers Trust

Connie Wimer- Business Publications

FUNDRAISING COMMITTEE

Co-Chairs

Cara Heiden- Wells Fargo (retired)

Fred Hubbell- ING (retired)

Connie Wimer- Business Publications

Committee

Matthew Anderson- Knapp

Woody Brenton- Brenton Foundation

Robert Brownell- Polk County Supervisor

Russ Cross- Wells Fargo

Chris Draper- DMSC Board Chair

Michelle Gowdy- Pioneer Hi-Bred

Jami Graves- DMSC Board

Barry Griswell- Community Foundation of Greater DSM

Kyle Krause- Kum & Go

Sharon Krause- Kum & Go

Lisa Kruidenier- Kruidenier Foundation

Glenn Lyons- Downtown Community Alliance (city liason)

Cyndi Pederson- Director Dept. of Cultural Affairs (retired)

Mary O'Keefe – Principi Financial

Suku Radia- Bankers Trust

Kevin Tieman- DMSC Board

PROGRAMS

The Des Moines Social Club formed as an Iowa not-for-profit 501(c)3 corporation on December 12 of 2007. DMSC is a center for recreation, culture, education and entertainment for all ages. The DMSC serves as an arts and entrepreneurial incubation organization and social hub for emerging artists, young professionals and the general creative population of Central Iowa.

DMSC capitalizes on these diverse components as a tool for statewide business recruitment and retention of young talent; we are a social and human capital driver. In March of 2009, DMSC opened a multidisciplinary arts venue at 1408 Locust Street in the Western Gateway of downtown Des Moines, housing a black box theatre, scenic shop, costume shop, classrooms, rehearsal rooms, meeting space, a bar and lounge with a small stage, and a recording studio. When the lease ended, the DMSC moved to an interim location, still downtown.

The success of the DMSC in the past three years can be attributed to our open door policy and citizen-driven programming. Esteemed Iowa institutions such as Drake University, Pioneer Hi-Bred, Kemin Industries, Principal Financial, The Repertory Theatre of Iowa as well as fledgling arts organizations like Mooncoin Entertainment and Glaza Movement have used the DMSC as a recruitment tool for assembling production teams and for much needed meeting, rehearsal and performance space. We are an affordable rental space for corporate events from Lambda Legal to the THINC Iowa conference.

In addition to providing a needed facility for the community, DMSC produces over 250 events annually, and creates its own programming through its in-house groups, Locust Productions (theater), Instinct Gallery (visual arts), and The Education Department (educational outreach). DMSC provides opportunities for regular socializing through its weekly programming, which ranges from ping-pong to open mic to live talk shows, trivia, and poetry.

Once housed in our permanent home, DMSC plans to expand its current programming. Some of the plans include:

- Summer Art-Camp Program: ArtsLIVE
 - Currently in its second year, ArtsLIVE is a 5-day Arts camp working with students in grades 5th – 8th
 - ArtsLIVE will expand from 20 to 40 students over five years
 - Partners include the United Way who provides scholarships for children in need
- Education Program
 - Utilizing new classroom space on premises, the program will expand to offer after school programming
- Art Gallery
 - Partnership with Grandview University to expand art openings to college students
- Theater Season
 - Expanded theatre season, longer runs and more challenging productions
- Expanded Geographical Programming
 - Planning work with communities in Keokuk, Coon Rapids and Woodbine, Iowa to cross-produce and bring shows to them, and have them bring shows to DMSC
- Expanded Rental Program
 - Better facilities and more rental space will allow DMSC to increase revenue by offering more space for Community events, classes and meetings

MEMBERSHIP

Des Moines Social Club currently sees 50,000+ visitors annually attending our various programming. Our loyal audience consists of over 6,000 Facebook Fans who receive our newsletter twice a week and utilize the club's programming on a monthly, and often weekly, basis.

Our current demographics break down:

- 19 – 29: 40%
- 29 – 39: 35%
- 40+: 25%

DMSC's plan is to focus on the 29 – 39 crowd once in the Firehouse by offering more lunch and post-work programming aimed at young professionals who work downtown.

Being surrounded by several major corporate headquarters, DMSC sees the opportunity to capitalize on this population and turn new visitors into regular visitors and eventual donors to the organization. Through our current partnerships with corporations such as Wells Fargo, Principal, Meredith, Nationwide and Bankers Trust DMSC will produce tailored events for downtown employees.

Quotes from several of our Capital Campaign Committee Members:

Barry Griswell - CEO Community Foundation Greater DSM

Securing the Firehouse location for the DMSC would absolutely be a home run for Central Iowa.

Michelle Gowdy – Senior Manager Community Investment, Pioneer

In the current war for young professional talent, the Des Moines Social Club is our secret weapon. A young, innovative, and diverse talent pool is a critical component of local business growth, without which it will be difficult to sustain the quality of life we currently enjoy in Metro Des Moines. It's time to put our full support behind the DSM Social Club to ensure a permanent downtown home for this important art and culture convener.

Kyle and Sharon Krause – Kum & Go

The Des Moines Social Club has the unique opportunity to bridge the gap between traditional and non-traditional theater, music, dance, and many other art forms. It brings together a diverse mix of artists and patrons across many genres in a way that is comfortable, inviting and affordable. What a wonderful asset for all of central-Iowa to showcase our talents and enhance our quality of life.

Suku Radia – CEO, Bankers Trust

As a community, we have to remain vibrant. In that context, the Des Moines Social Club does a wonderful job of serving as a venue for young people. We are recognized nationally as a very progressive region and the war for talent mandates that we cater to the next generation with a real sense of passion.

Woody Brenton – Brenton Foundation

I am writing in support of the Des Moines Social Club proposal to acquire, rehab, and use the downtown Firehouse for various social club activities.

I understand that at this time there are two principal competing proposals for the Council to consider.

I support the Social Club proposal for two reasons.

One is that the Social Club's activities and programming attract a wide variety of ages and demographics in our city. These activities encompass both pure entertainment and cultural. At this point I suspect that most of the council members are familiar with the work of the Social Club and, I hope, have formed a positive opinion about its mission and the vitality that it brings to the central Des Moines scene.

The second reason I support this project with the Des Moines Social Club is that it is my understanding that the Des Moines Social Club and its supporters, of which I am one, will make a very significant rehab effort for the building, especially as compared with the competing proposal. The city has had too many examples of fine buildings being used, and used without regular major upkeep and then finally ending in a position where the cost of rehab is so great that that demolition becomes a significant consideration. We know how close that came with the Temple building and what a gem we now have. The opportunity to get significant private money reinvested in this fine old property, regardless of the longevity of the Des Moines Social Club, is, in my mind, a major consideration.

Cyndi Pederson – Former Director Dept. of Cultural Affairs

For many years we have all said it is important to keep our younger generation here in Iowa. The DMSC over a few short years has proven that they are filling a gap we have. They have worked hard to expand the culture scene in the greater dsm area and have made a name for themselves. They have provided an outlet for all kinds of artists that would not have been able to "break" into the scene. It is time for all of us to " walk the walk" and help them find a permanent home so they can continue to thrive. I think the old fire station is an excellent location. Their presence and others surrounding them will have the opportunity to grow a unique arts and culture district that is so predominant in neighboring cities. Most cities would give it to them for one dollar to spur the much needed growth in our downtown area. I am ready to walk the walk, are you?

Alexandra Tatge – Recently named DMSC Dir of Development

I came back to Des Moines because it has become an infinitely cooler place to live. After growing up in Des Moines and vowing never to return, 10 years later I find myself delighted to be living in a city that offers so much to residents of all ages. DMSC is a vital part of downtown's continued renaissance, particularly for the young professional crowd, and has already proved itself a tastemaker as property owners scramble to renovate existing spaces downtown (do you remember what was in 1408 Locust before Social Club opened its doors there? Neither do I.) Simply put, if DMSC hadn't existed before I moved here, I wouldn't have. Des Moines' social scene is getting better, but it's not there yet. There's work to do, and DMSC is doing it."

Business Plan: Des Moines Social Club

Executive Summary

The Des Moines Social Club (DMSC) is a catalyst for economic and artistic development in Central Iowa and partner regions throughout Iowa supporting 10 salaried employees in 2011, 65 part time and contract employees, and inspiring multiple Downtown Des Moines businesses. Founded in 2008, DMSC has grown from a \$28,000 budget in its first year to a \$450,000 organization in 2011. With a current earned revenue to donations ratio of only 25% in 2011, the DMSC Business Plan identifies a path for achieving an earned revenue ratio of 50% by 2015, predicated on securing a permanent facility within Downtown. The organization invests all donations into educational, economic and cultural programming ranging from theater to live painting, young professional networking to intern engagement mixers, or writing clubs to live music. This reinvestment has routinely achieved far reaching results, with 2005 data surveying national arts organizations from the *Americans for the Arts National Report* indicating that the DMSC contribution to the local economy may be conservatively estimated as greater than \$2,100,000.

This programming supports events and classes targeted to improve the standard of living for participants ranging from entertainment for toddlers (e.g. Dance Baby Dance Party) to seasoned theatre goers (e.g. Cat on a Hot Tin Roof), education for school students (e.g. Shakespeare is Elementary) to lifetime learners (e.g. Salsa Dancing), and networking for corporate professionals (e.g. Team Trivia) to young entrepreneurs (e.g. Pitch and Grow). The DMSC sees over 50,000 visitors per year, 6,000 active followers through social media outlets, and supports local businesses in Downtown Des Moines through co-hosted and co-sponsored events. With strong partnerships among leading Iowa businesses, the DMSC has established itself as an invaluable employee recruitment and retention tool for young business professionals choosing between Des Moines and higher profile cultural centers around our Nation.

The DMSC business plan focuses on changes to organizational structure, the implementation of professional assessment and development systems, and expansion of its socioeconomic demographic. These changes will see a systematic expansion of organizational offerings, a fundamental shift in the economic model associated with program development, and long-term planning supporting generation-to-generation sustainability. This approach will focus on the securing access to long term assets through an initial Capital Campaign, acquisition of a stable facility to develop and nurture innovative programming, and steady growth of self-sustaining programming.

The DMSC addresses many of the publicly identified Regional Development goals called for by organizations ranging from the Community Foundation to the Greater Des Moines Partnership in documents such as the Capital Crossroads report. This call for action has been supported by a wide range of individual, Foundation, and corporate donors throughout Central Iowa, including the following:

Major Foundation and Individual Supporters include:

- The Kruidenier Charitable Foundation
- Barry and Michele Griswell Foundation
- Fred and Charlotte Hubbell Foundation
- The Bedell World Citizenship Fund
- Harry and Pam Bookey
- The Brenton Foundation
- James and Roxanne Conlin
- Connie Wimer and Frank Fogarty
- Dr. Bob Marges
- Steve and Renee Schaaf
- Bob and Gloria Burnett
- The Community Foundation of Greater Des Moines

Major Corporate Supporters include:

- Principal Financial
- Pioneer Hi-Bred
- Kemin
- Wells Fargo
- Nationwide
- Wellmark
- Meredith
- Aviva
- John Deere
- Bankers Trust
- Kum & Go
- The Greater Des Moines Partnership

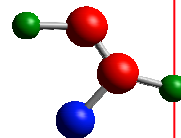
Major Government Supporters include:

- Polk County
- Iowa Department of Cultural Affairs
- Iowa Arts Council
- BRAVO! Greater Des Moines

These individuals and organizations have been committed to the DMSC and its operations, and many have already expressed or committed financial support for its upcoming Capital Campaign. From this strong community platform, the DMSC Business Plan identifies an actionable plan for economic sustainability within the Downtown Des Moines community.



INSPIRED MOLECULAR SOLUTIONS™



November 22, 2011

Mr. Rick Clark
City Manager
City Hall - 1st Floor
400 Robert D Ray Drive
Des Moines, IA 50309

Dear Mr. Clark:

The Des Moines Social Club (DMSC) is a not-for-profit 501(c)3 organization dedicated to using art as a catalyst to create unprecedented community engagement. Since March of 2009, DMSC has operated a multidisciplinary arts venue, first at 1408 Locust and currently at its interim location at 400 Walnut in the historic Kirkwood building. DMSC has been actively seeking a permanent location to house a theater, classrooms, art gallery, nonprofit office co-working space, and lounge/restaurant. We believe that an ideal building has been found.

The DMSC proposes to lease or purchase from the City of Des Moines the current firehouse on 9th and Mulberry, soon to be vacated by the Fire Department. The DMSC has launched a feasibility study, and outlined a plan for a capital campaign, and I believe they will be successful in this venture.

Please give your serious consideration to the DMSC's request to lease or purchase the firehouse at 9th and Mulberry.

Sincerely,

Christopher E. Nelson, Ph.D.
President
Kemin Industries, Inc.

cc: Zachary Mannheimer, DMSC

Chris Nelson, Ph.D.
President
Kemin Industries, Inc.
2100 Maury Street
Des Moines, IA 50317-1100 USA
tel: 515-559-5100 fax: 515-559-5232
toll free: 800-777-8307
www.kemin.com



Stephen M. Lacy
Chairman & Chief Executive
Officer
Meredith Corporation
1716 Locust Street
Des Moines, IA 50309
T 515-284-3895
F 515-284-3548
steve.lacy@meredith.com

January 19, 2012

Mayor Cownie and the Des Moines City Council
City Hall
400 Robert D Ray Drive
Des Moines, IA 50309

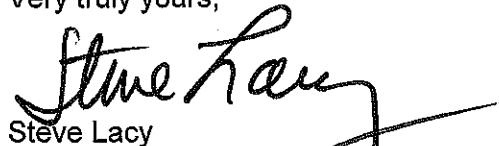
Dear Mayor Cownie and members of the Des Moines City Council:

On behalf of Meredith Corporation, I would like to express our very strong support of the Des Moines Social Club and its efforts to purchase or lease the Central Fire Station as its permanent home. Any help you can provide in this regard would be much appreciated. We believe the Des Moines Social Club plays a vital role in enhancing our community, especially by making it more attractive to young professionals and the creative class, and enhancing our cultural offerings.

The need for Central Iowa to attract the next generation of workers has been well-documented. It is a component of the Capital Crossroads plan, and it is a key aspect of the Greater Des Moines Partnership's workforce development strategy. We will only meet our future workforce needs if we are proactive in our efforts to make Des Moines a desirable place to live for workers of all ages – but especially recent college graduates and young adults. We applaud Des Moines and Central Iowa for their efforts to date, but there are still many opportunities for growth. The Des Moines Social Club is one of them.

In summary, the mission of the Des Moines Social Club is perfectly aligned with our priorities as a city and a region. We should do everything we can to help it be successful, especially in its efforts to secure a permanent home at the Central Fire Station. I hope that the City of Des Moines will make it possible for the Des Moines Social Club to secure this venue.

Very truly yours,


Steve Lacy

cc. Jenny McCoy



David E. Maxwell
President

December 8, 2011

Mayor Cownie and the Des Moines City Council
City Hall
400 Robert D Ray Drive
Des Moines, IA 50309

Dear Friends:

On behalf of Drake University, I am writing in strong and enthusiastic support of the request by the Des Moines Social Club to make the Central Fire Station available to them for purchase or lease. As you all well know, ever since Richard Florida's first visit to Des Moines, we have had an ongoing discussion on the ways in which our community can attract and retain the "creative class" that contributes to the vitality and vibrancy of Central Iowa. From that perspective, it would seem that the Des Moines Social Club is the embodiment of all that we have been striving for as a unique venue that brings together diverse groups in the community to engage in the arts and entertainment in meaningful ways.

From an institutional perspective, anything that we can do to continue to enrich the cultural vitality of Des Moines will have a positive impact on Drake University's ability to attract students from around the country (and the world), and to attract and retain the very best faculty and staff. A large number of our current students are involved in the Des Moines Social Club in a variety of ways, and this involvement has not only enriched their experience at Drake, but has created strong ties to the community.

As many of you know, nearly three-quarters of Drake's undergraduates come from outside of Iowa, but over sixty percent of our graduates remain in Central Iowa to work. Our recent alumni tell us frequently that the Des Moines Social Club is a major contributor to the quality of their outside-of-work lives, and finding a permanent home for it—particularly one so unique as the fire station—will help us ensure that we keep our bright, highly-educated and creative young people in Des Moines.

I do hope that the City of Des Moines will be able to provide this venue for the Des Moines Social Club. If there is anything that my colleagues at Drake and I can do to facilitate the process, please do not hesitate to let me know.

Sincerely yours,

A handwritten signature in black ink, appearing to read "D. Maxwell".

David Maxwell

211 Old Main
2507 University Ave
Des Moines, Iowa
50311-4505

T 515.271.2191
F 515.271.3016
www.drake.edu
david.maxwell@drake.edu



OFFICE OF THE PRESIDENT

January 26, 2012

Des Moines City Council
Des Moines City Hall
400 Robert D. Ray Drive
Des Moines, IA 50309

Dear Members of the Council:

Grand View University supports the efforts of The Des Moines Social Club to acquire the former fire station at Ninth and Mulberry as a permanent venue. The DMSC has added fresh and innovative social and cultural dimension to our community, and in the former fire station at Ninth and Mulberry, it will take on a new role by historically preserving a landmark for future generations.

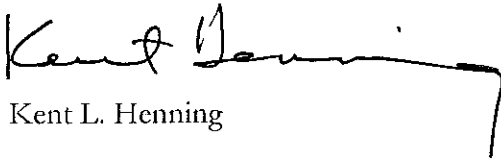
The DMSC is a force for drawing young people downtown. In the fire station it will create a new pulse in a venue the City is smart to repurpose. The DMSC's more than 250 events each year will create an energetic, economy-building "scene," adding even more life to the fire station area. In addition, the location of DMSC in the fire station will help connect the new DART Station, Court Avenue, Walnut Street development, 10th Street corridor, and the Western Gateway into a cultural hub.

We look forward to sharing the opportunity the DMSC relocation to the fire station will bring. In the new facility, we can work together to create a true downtown gallery which will showcase the work of students and artists from the University community and beyond. Grand View's art department is particularly interested in partnering with the Social Club to create high quality art exhibits accompanied by educational programming that would be open to the public. Artists, especially those who are just emerging, benefit from the collaboration, inspiration, and challenges experienced within a community of their own. Grand View supports and is committed to helping the Des Moines Social Club because we recognize that productively engaging artists, including Grand View arts graduates, contributes to keeping them in the metro – further enhancing the quality and cultural diversity of our community.

Des Moines City Council
January 26, 2012
Page 2

For all the contributions it will bring to our city as it continues to develop and grow, Grand View University supports the relocation of the Des Moines Social Club to the City of Des Moines fire station at Ninth and Mulberry Streets.

Sincerely,

A handwritten signature in black ink, appearing to read "Kent L. Henning". The signature is fluid and cursive, with a long horizontal stroke extending to the right and ending in a small hook.

Kent L. Henning

Cc: Mr. Zachary Manheimer, Executive Director, Des Moines Social Club



February 6, 2012

Dear Des Moines City Council Members,

Subject: Support of the Des Moines Social Club moving to the Central Fire Station

Civic Music Association is proud to support the efforts of the Des Moines Social Club in acquiring the Central Fire Station to house offices, performance spaces and a cultural complex for the City of Des Moines. The project not only would help save a historical downtown building but also would provide a long-term base for an organization enhancing the arts and culture scene in Central Iowa.

Board of Directors

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Lynn Swanson

Executive Director

Carrie Clogg

Executive Assistant

Debbie Martin

As stated in the recently completed "Capital Crossroads" plan designed to boost economic vitality and quality of life within a 50-mile radius of the Capitol, a thriving arts and culture scene is considered a key way to recruit and retain talented young professionals. Civic Music Association agrees with this statement and is anxious to partner with the Des Moines Social Club to execute this plan. Without a thriving arts and cultural scene which includes opportunities for all ages, genders, interest levels and income levels, our community will not be able to attract or keep young professionals in the area.

Civic Music Association is also interested in utilizing space at the Central Fire Station if the Des Moines Social Club is able to secure the building. We have been seeking the prime opportunity to move into a working space that is a cultural incubator in the Downtown Area and this is the perfect scenario. Civic Music Association offers free Partners in Music Education Programs to area students and families and the proposed facility would allow us to blossom and offer more programming. In addition, the theatre space could be used for expanding our concert season and involving more local talent.

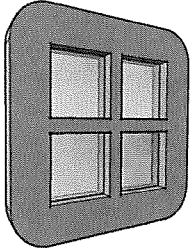
Civic Music Association has been presenting world-class jazz and classical music in Central Iowa for 87 years and is anxious to grow and enhance our programming as we approach 100 years of serving the community. In order to achieve our mission, we must have the support and audience base of a younger and new audience. If the Des Moines Social Club moves into the Central Fire Station Location, you will be providing our community with a place for our entire population to engage in the arts in an engaging and comfortable atmosphere.

Thank you for your support!

Sincerely,

Carrie Clogg

Carrie Clogg
Executive Director



Des Moines
Rehabbers Club

January 23, 2012

Dear Des Moines Social Media Club,

The Des Moines Rehabbers Club is a group of over 180 Des Moines area remodelers and home owners. Our mission is to promote neighborhood revitalization and restoration of Des Moines' unique building stock by informing, educating, inspiring, and supporting each other in all phases of renovation and maintenance.

We are happy to support the Des Moines Social Club's efforts to rehabilitate the Fire Station #1 building in downtown Des Moines. This substantial and unique building is a key piece to the story of downtown Des Moines.

Adaptive reuse of historic buildings is sound redevelopment strategy for the City. It brings old buildings forward into the 21st century while preserving their individual stories within the larger context of development over time. It promotes investment while retaining the feeling of uniqueness and energy that draws people downtown.

DSMC's plan has implications well beyond adaptive reuse of this single historic building. With their intention to host 250 events per year at the renovated facility, it has potential to support revitalization efforts throughout the surrounding blocks, connecting the new DART station, Court Avenue, development on Walnut Street, the 10th Street corridor, and Western Gateway areas.

Sincerely,

Steve Wilke-Shapiro
Des Moines Rehabbers Club organizer

On the Web:
RenovatedSM.com

Monthly Meetings:
First Saturday
of Each Month



NuStyle Development Corporation

514 Walker Street
Woodbine, IA 51579
Office: 712/647-2041
FAX: 712/647-2990

Dear Mr. Mannheimer-

We have been doing some amazing work in Woodbine, attempting to retain and build upon our population, as well as seeking to attract artists and creative professionals from all disciplines to our town.

In that vein, we are seeking to build relationships with other groups around Iowa. We were pleased to meet both you and Matt a few months ago and talk about collaboration. This letter is meant to certify that we will be looking to bring in projects created and produced by Des Moines Social Club to our arts spaces in Woodbine, as well as send you our work created and produced here.

Very much looking forward to starting this process in 2012 with your next CoLab production.

Sincerely,

Tammy Barrett

Tammy Barrett



Rand Park Pavilion Commission

A Commission of the City of Keokuk, Iowa
Established 2009

TO: Whom it Concerns
FROM: Rand Park Pavilion Commission
RE: Des Moines Social Club Programming

We are very interested and excited about two prospects defining a relationship with the Des Moines Social Club (DMSC). First, we are looking forward to the prospect of bringing entertainment and educational programming produced by the DMSC. We have already discussed a project regarding programming regarding use and abuse of Methamphetamines. That project would include performances of student created theater and classroom workshops.

Secondly, an independent theater group in Keokuk has discussed the possibility of taking productions on the road to DMSC, giving local actors and directors experience with broader audiences and performance situations.

The unique role and mission of DMSC allows the kind of opportunities I have described. A permanent home for this valuable arts group would allow the leadership a chance to finally settle in and concentrate on that role and mission instead of spending emotional and financial resources on constant planning for interim locations and uncertain resources.

I invite you to contact me with any questions you may have regarding the growing relationship I have cultivated with the DMSC. I would encourage your positive and aggressive support of this group's future.

Sincerely,

Chuck Betts

Chair, Rand Park Pavilion Commission
Keokuk, IA
cbetts@keoassociates.com